

## CLAIMS:

1. A method of providing a user profile, comprising representing the user profile as a corresponding shape (102) comprising at least one icon (101) representing a content item, and guarding the consistency between the user profile and the corresponding shape (102).

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2. A method as claimed in claim 1, wherein the consistency is guarded by changing the corresponding shape (102) in dependence on a change in the user profile.

3. A method as claimed in claim 1 or 2, wherein the consistency is guarded by changing the user profile in dependence on a manipulation of the corresponding shape (102).

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4. A system (100) for providing a user profile, comprising user profile maintenance means (110) for maintaining the user profile, visualization means (120) for representing the user profile as a corresponding shape (102) comprising at least one icon (101) representing a content item, and consistency guarding means (130) for guarding the consistency between the user profile and the corresponding shape (102).

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5. A system (100) as claimed in claim 4, wherein the consistency guarding means (130) are arranged for causing the visualization means (120) to change the corresponding shape (102) in dependence on the user profile maintenance means (110) changing the user profile.

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6. A system (100) as claimed in claim 5, wherein the visualization means (120) are arranged for removing an icon (101) representing a content item from the shape (102) comprising said icon (101) in response to the user profile maintenance means (110) removing the content item from the user profile.

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7. A system (100) as claimed in claim 5, wherein the user profile maintenance means (110) are arranged for determining a subset of the content items comprised in an



existing user profile, generating a new user profile comprising said subset and feeding the new user profile to the visualization means (120), and the visualization means (120) are arranged for visualizing a new shape (105) corresponding to the new user profile by visually splitting off the icons corresponding to the content items comprised in said subset from the shape (102) corresponding to the existing user profile and visually forming the new shape (105).

8. A system (100) as claimed in claim 4 or 5, wherein the consistency guarding means (130) are arranged for causing the user profile maintenance means (110) to change the user profile in dependence on the visualization means (120) changing the corresponding shape (102).

9. A system (100) as claimed in claim 8, wherein the visualization means are arranged for showing an icon (101) representing a content item, and in response to receiving an indication of a preference for the content item, adding the icon (101) representing the content item to the shape (102) corresponding to the user profile and communicating said indication to the user profile maintenance means (120), the user profile maintenance means (120) being arranged for adding the content item to the user profile.

10. A computer program product (140) being arranged for causing a processor to execute the method of claim 1.

T O T A L E S T I M E

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